



MediaStar E/I Capabilities

FCC Media Bureau
November 17, 2010



Outline

- Corporate Background
- MediaStar Overview
- MediaStar Product Demo
- Future Enhancements
- Discussion



Corporate background

- Feb 2010 - BIM acquires Decisionmark / TitanTV
- Decisionmark / TitanTV amassed large market share as a SAAS provider to the broadcast community
- Played a key support role to stations during the 2009 Digital transition
- SHVA / SHVERA / STELA compliance since 1998
- Core Technologies in production since 1999
- Over 900 broadcast stations purchase one or more of our products
- Large portfolio of products
 - B2B, B2C and customized solutions



MediaStar Overview

- Over 331 stations subscribe to full MediaStar suite
- MediaStar 3.0 recently launched with better support for E/I Information.
- MediaStar Demo:
<http://qa2.mediastar.titantv.com/app/backdoor.aspx>

MediaStar E/I Capabilities

MediaStar - Windows Internet Explorer

http://qa2.mediastar.titantv.com/app/Scheduling/Grid/Host.aspx

File Edit View Favorites Tools Help

★ Favorites ★ Suggested Sites ★ My Yahoo! TitanTV Yahoo! Get More Add-ons VeriSign Manager Log In Google

Yahoo! Yahoo! Finance - Po... AAPL: Summary for ... VMW: Summary for ... CRUS: Summary for ... OVTT: Summary for ... OIM: Summary for ... MediaStar

Home Schedule Programs Reports Publish Settings Help

Mode: Grid Compare Delete

KABC-DT1

New Copy Import Events Open Guide To Report

Nov, 2010

	Saturday 11/13/2010	Sunday 11/14/2010	Saturday 11/20/2010	Sunday 11/21/2010	Saturday 11/27/2010	Sunday 11/28/2010	Saturday 12/04/2010	Sunday 12/05/2010	Saturday 12/11/2010	Sunday 12/12/2010	Saturday 12/18/2010	Sunday 12/19/2010
8:00 AM	Saturday 11/13/2010 8AM 8:00 - 9:00 HD Christianne Amanpour Epi#: 11142010 8:00 - 9:00	Sunday 11/14/2010 Christianne Amanpour Epi#: 11142010 8:00 - 9:00	Saturday 11/20/2010 8AM 8:00 - 9:00 HD Christianne Amanpour Epi#: 11142010 8:00 - 9:00	Sunday 11/21/2010 Christianne Amanpour Epi#: 11142010 8:00 - 9:00	< No Event > 8:30 - 9:00	< No Event > 8:30 - 9:00	< No Event > 8:30 - 9:00	< No Event > 8:30 - 9:00	< No Event > 8:30 - 9:00	< No Event > 8:30 - 9:00	< No Event > 8:30 - 9:00	< No Event > 8:30 - 9:00
9:00 AM	Recurring That's So Raven Food for Thought Epi#: 72 9:00 - 9:30 HD	OTO Eyewitness News 9AM 9:00 - 10:00 HD	Recurring That's So Raven Five Finger Discount Epi#: 53 9:00 - 10:00 HD	OTO Eyewitness News 9AM 9:00 - 10:00 HD	Recurring That's So Raven 9:00 - 9:30 E/I: 10 - 13	< No Event > 9:00 - 9:30	Recurring That's So Raven 9:00 - 9:30 E/I: 10 - 13	< No Event > 9:00 - 9:30	Recurring That's So Raven 9:00 - 9:30 E/I: 10 - 13	< No Event > 9:00 - 9:30	Recurring That's So Raven 9:00 - 9:30 E/I: 10 - 13	< No Event > 9:00 - 9:30
10:00 AM	Recurring That's So Raven Too Much Pressure Epi#: 4-12 10:00 - 10:30 HD	OTO Eyewitness News 10AM 10:00 - 11:00 HD	Recurring That's So Raven Sister Act Epi#: 4-12 10:00 - 10:30 HD	OTO Eyewitness News 10AM 10:00 - 11:00 HD	Recurring That's So Raven 9:30 - 10:00 E/I: 10 - 13	< No Event > 9:30 - 10:00	Recurring That's So Raven 9:30 - 10:00 E/I: 10 - 13	< No Event > 9:30 - 10:00	Recurring That's So Raven 9:30 - 10:00 E/I: 10 - 13	< No Event > 9:30 - 10:00	Recurring That's So Raven 9:30 - 10:00 E/I: 10 - 13	< No Event > 9:30 - 10:00
11:00 AM	Hannah Montana O Say, Can You Remember the Alamo OTO The Suite Life of Zack & Cody Cookin' with Cody Recurring The Emperor's New School Sneakout at Sneakout Recurring The Replacements The Insecurity Epi#: 53 11:00 - 11:30 HD	OTO Eyewitness News 11:00 - 11:30 HD	OTO That's So Raven True Colors Epi#: 53 11:00 - 11:30 HD	OTO Eyewitness News 11:00 - 11:30 HD	< No Event > 10:30 - 11:00	< No Event > 10:30 - 11:00	< No Event > 10:30 - 11:00	< No Event > 10:30 - 11:00	< No Event > 10:30 - 11:00	< No Event > 10:30 - 11:00	< No Event > 10:30 - 11:00	< No Event > 10:30 - 11:00
12:00 PM	OTO College Football Countdown 12:00 - 12:30 HD	OTO Eyewitness News 11:30 - 12:00 HD	OTO That's So Raven Hizzouse Party Epi#: 62 11:30 - 12:00 HD	OTO Eyewitness News 11:30 - 12:00 HD	Recurring The Emperor's New School 11:00 - 11:30 E/I: 10 - 13	< No Event > 11:00 - 11:30	Recurring The Emperor's New School 11:00 - 11:30 E/I: 10 - 13	< No Event > 11:00 - 11:30	Recurring The Emperor's New School 11:00 - 11:30 E/I: 10 - 13	< No Event > 11:00 - 11:30	Recurring The Emperor's New School 11:00 - 11:30 E/I: 10 - 13	< No Event > 11:00 - 11:30
1:00 PM	OTO College Football Regional Coverage - Teams TBA 12:30 - 3:30 HD	OTO On The Edge: The Poverty Crisis in Africa 12:30 - 1:30 HD	OTO College Football Regional Coverage - Teams TBA 12:30 - 3:30 HD	OTO That's So Raven Hizzouse Party Epi#: 62 12:00 - 12:30 HD	< No Event > 12:00 - 12:30	< No Event > 12:00 - 12:30	< No Event > 12:00 - 12:30	< No Event > 12:00 - 12:30	< No Event > 12:00 - 12:30	< No Event > 12:00 - 12:30	< No Event > 12:00 - 12:30	< No Event > 12:00 - 12:30
		OTO Gotta Know Epi#: 0711A 1:30 - 2:00		OTO Mary Talks Money Epi#: 0711A 1:30 - 2:00	< No Event > 1:00 - 1:30	< No Event > 1:00 - 1:30	< No Event > 1:00 - 1:30	< No Event > 1:00 - 1:30	< No Event > 1:00 - 1:30	< No Event > 1:00 - 1:30	< No Event > 1:00 - 1:30	< No Event > 1:00 - 1:30

Done

Internet 100%

MediaStar E/I Capabilities

MediaStar - Windows Internet Explorer

http://qa2.mediastar.titantv.com/app/Scheduling/Events/EventForm.aspx?formMode=UPDATE&eventId=56570&startTime_local=8&isDst=false&duration=30

Edit Event (KABC-DT1)

Back to Menu Save Check Conflicts

General Audio Captioning

Program: That's So Raven

☐ Apply program title branding

Episode Number: 72

Episode Details

Episode Title: Food for Thought
Description: Chelsea tries to get her parents to protest the new unhealthy food court at school; Cory hires an assistant to help him with his homework and chores.

Cash/Barter

Traffic Number

Rating

Custom 4

Custom 5

Date: November 13, 2010

Time: 9:00 AM Standard Time

Duration: 30 Minutes

House Number

Invoice Number

New/Repeat

Run

Live Broadcast

HD: No

Vertical Resolution

Aspect Ratio

Video Boxing

Multi-part Program: ☒ No ☐ Yes

Source: Network

E/I Codes: 10 to 13 years

☒ Core E/I Programming

☒ E/I Symbol Used

☐ Paid Programming

☐ Broadcast Flag

☐ Prevent Episode Updates (lock)

☐ Not For Distribution

Event Color: Orange

Change Notes

Event Comments

AppAdmin Panel

Choose Schedule

Main Save

MediaStar E/I Capabilities

MediaStar - Windows Internet Explorer

http://qa2.mediastar.titantv.com/app/Programs/ProgramForm.aspx?programId=14943351&orgId=1269&defaultLanguage=eng&formMode=EDIT

Edit Program

Cancel Save

General Text Cast And Crew Rating

Text Language
English

Program Title *
That's So Raven

Episode Title
Food for Thought

Episode Number 72 **Alt Episode Number** << None >>

Description
Chelsea tries to get her parents to protest the new unhealthy food court at school; Cory hires an assistant to help him with

Short Description
Chelsea tries to get her parents to protest the new unhealthy food court at school; Cory hires an assistant to help him with

Program Type *
Series

Source Type
Network

Primary Genre *
Children

Detailed Genres + Add

X	Family	▼
X	Sci-Fi	▼▲
X	Children	▼▲
X	Comedy	▲

Program Year
2005

Duration (Minutes) *
0

Run Time
Yes In Color

Made For TV

Animated

E/I Information (From the parent)
Ages: 10 to 13

E/I Description
Raven Baxter, who has inherited her grandmothers gift of clairvoyance, is a normal, happy young woman. Nonetheless, Raven sometimes worries that she is a freak because of her clairvoyant abilities. She has a ten-year old brother, Cory. They are typical

* - Required Field

MediaStar Reporting

http://qa2.mediastar.titantv.com/app/Reports/General/ReviewAndRun.aspx?loadFrom=SESSION - Windows Internet Explorer

http://qa2.mediastar.titantv.com/app/Reports/General/Render.aspx?loadFrom=session

File Edit View Favorites Tools Help

★ Favorites ★ Suggested Sites My Yahoo! TitanTV Yahoo! Get More Add-ons VeriSign Manager Log In Google

http://qa2.mediastar.titantv.com/app/Reports/Gener...

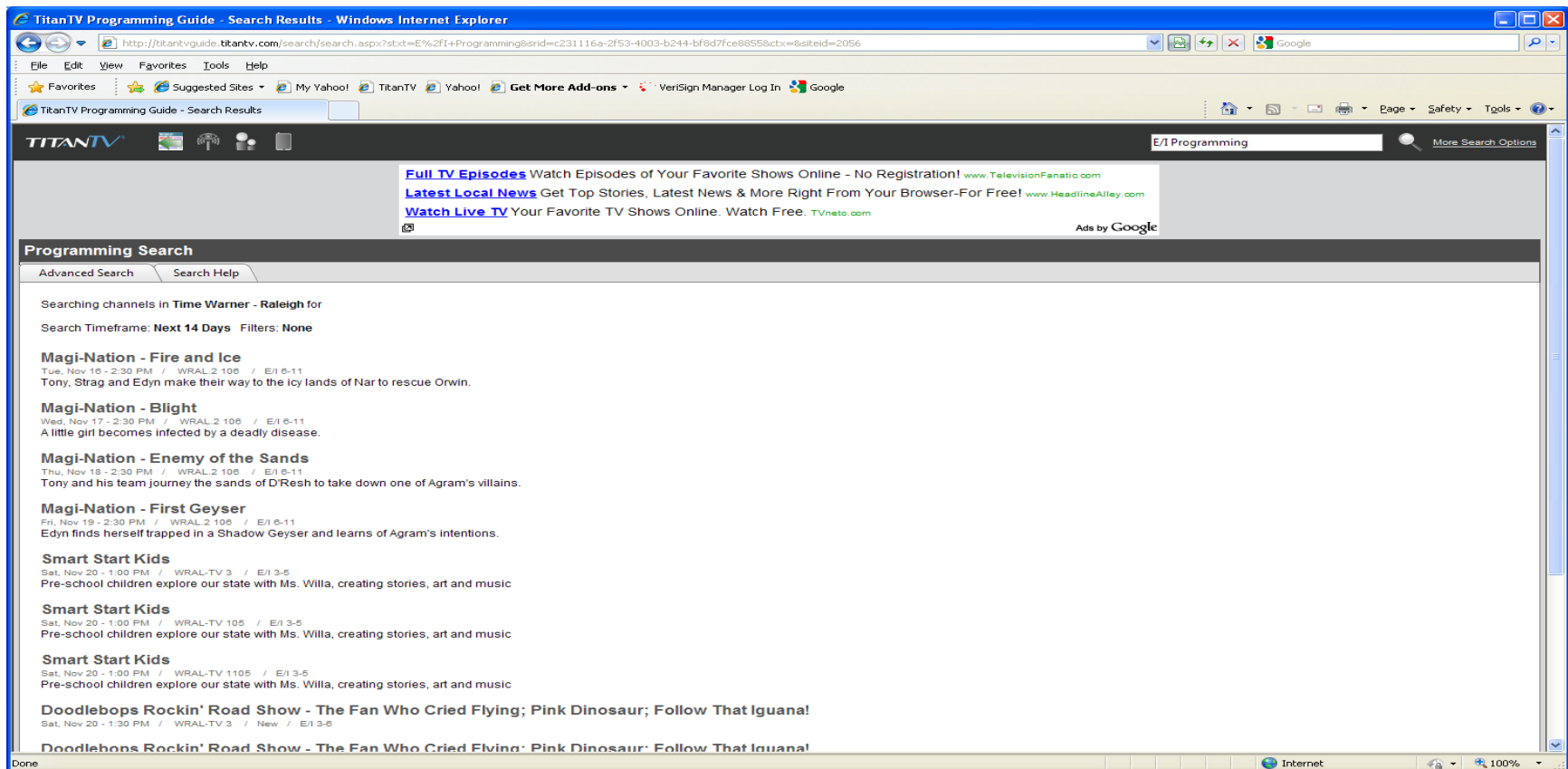
Page Safety Tools

Example Monthly E/I Report						
Program Name	Episode Title	Episode Number	Program Description	Time Span	E/I Codes	TV Rating
That's So Raven	The Royal Treatment	55	Override...After befriendng a foreign exchange student, Raven finds out that he is a prince and is setting his sights on her for his princess.	9:00 AM - 9:30 AM	10 to 13	TV-G
That's So Raven	Chef-Man and Raven	64	Victor is reluctant to challenge his cooking rival on a TV show, but he may gain an advantage when Raven has a vision revealing the contest's secret ingredient.	9:30 AM - 10:00 AM	10 to 13	TV-G
Hannah Montana	It's a Mannequin's World	110	Though Miley asked Lilly to steer him in the right direction present-wise, Robbie buys her an ugly sweater for her birthday; Jackson works on the birthday cake.	10:00 AM - 10:30 AM	10 to 13	TV-G
The Emperor's New School	Peasant for a Day	104	Mr. Moleguaco gives the class an assignment where one student is chosen as emperor for a day, teaching Kuzco that being a peasant isn't as easy as he thinks.	12:00 PM - 12:30 PM	8 to 12	TV-G
The Replacements	Master Pho; Zoo or False?	1-11	Riley has the zoo keeper replaced with a hippie who lets the animals escape, after fearing that the animals were being harmed; Todd's karate teacher.	12:30 PM - 1:00 PM	8 to 12	TV-G
That's So Raven	Food for Thought	72	Chelsea tries to get her parents to protest the new unhealthy food court at school; Cory hires an assistant to help him with his homework and chores.	9:00 AM - 9:30 AM	10 to 13	TV-G
That's So Raven	Too Much Pressure	67	Raven and Chelsea want to be in a music video but they dance so badly that they are the first two to get cut from the group.	9:30 AM - 10:00 AM	10 to 13	TV-G
Hannah Montana	O Say, Can You Remember the Words?	113	Hannah Montana forgets the words to the National Anthem during a televised Laker's game; a bad trip to the dentist sends Rico's candy stash to Jackson.	10:00 AM - 10:30 AM	10 to 13	TV-G
The Suite Life of Zack & Cody	Cookin' with Romeo and Juliet	1-15	The mean hotel inspector who becomes the new manager of the hotel across the street has a mission to keep her son and London apart.	10:30 AM - 11:00 AM	11 to 13	TV-G
The Emperor's New School	Squeakend at Bucky's; Kuzco Fever	107	Kuzco is assigned a tutor when his grades in squirrel squeak class start to lag; Kuzco feigns an illness in order to get money from the treasury for a new bike.	11:00 AM - 11:30 AM	8 to 12	TV-G
The Replacements	The Insecurity Guard; Quiet Riot	1-02	Todd has the school's security guard replaced with a large robot after being threatened by the school's bully; the librarian is replaced with a metal rocker.	11:30 AM - 12:00 PM	8 to 12	TV-G
The Suite Life of Zack & Cody	Cookin' with Romeo and Juliet	1-15	The mean hotel inspector who becomes the new manager of the hotel across the street has a mission to keep her son and London apart.	12:00 PM - 12:30 PM	11 to 13	TV-G
That's So Raven	Five Finger Discount	48	Cory succumbs to peer pressure and steals from the local mall; Raven has a vision of catching him do it again and dresses up as a security guard to stop him.	9:00 AM - 9:30 AM	10 to 13	TV-G
That's So Raven	Sister Act	4-12	Raven signs up for a beauty pageant with Sydney, but they also have to face a snobby pair of sisters named Buffy and Muffy; Cory has better lines.	9:30 AM - 10:00 AM	10 to 13	TV-G
That's So Raven	True Colors	53	Chelsea and Raven apply for jobs and wonder why only Chelsea is hired until Raven has a vision it was due to her race; Cory writes a report on Black History.	10:00 AM - 10:30 AM	10 to 13	TV-G
That's So Raven	Hizzouse Party	62	Tanya and Victor have a wedding to attend leaving the kids behind at home so Cory wants to party while Raven wants to be responsible.	10:30 AM - 11:00 AM	10 to 13	TV-G
The Emperor's New School	Cart Wash; Battle of the Bots	103	Kuzco has to raise 100 KuzCoins in the annual Kuzco Academy cart wash and Yzma turns him into an elephant; next, Kuzco steals Yzma's Woodbot during an invention fair and takes credit for its creation until it goes on a rampage.	11:00 AM - 11:30 AM	8 to 12	TV-Y7
The Replacements	Cinder-Riley; Skate-Gate	1-04	Though it's almost here, Riley doesn't have a date for the school's dance; Todd, upset at the strict mayor, calls for a professional skater to be the mayor.	11:30 AM - 12:00 PM	8 to 12	TV-G
That's So Raven	True Colors	53	Chelsea and Raven apply for jobs and wonder why only Chelsea is hired until Raven has a vision it was due to her race; Cory writes a report on Black History.	12:00 PM - 12:30 PM	10 to 13	TV-G
That's So Raven	Hizzouse Party	62	Tanya and Victor have a wedding to attend leaving the kids behind at home so Cory wants to party while Raven wants to be responsible.	12:30 PM - 1:00 PM	10 to 13	TV-G
That's So Raven			An outrageous teen with the ability to glimpse into the future inadvertently creates complications in the lives of her friends and family.	9:00 AM - 9:30 AM	10 to 13	

Done Internet 100%

E/I Search on TitanTV Guide

- <http://titantvguide.titantv.com?siteid=2056>





MediaStar Future Enhancements

- Preemption and make-up capability for E/I programs
- More E/I Reporting Options
- Opportunity for integration with FCC online reporting.



Q&A

- Question / Answer



Thank You